



Philip Harris, MA, CHES®
Communication Toolbox: The Editorial Calendar

Objectives

By the end of this session you will be able to:

- Identify what an editorial calendar is and is not.
- Explain the benefits of an editorial calendar.
- Name the five essential parts to an editorial calendar.

*When performance is **measured**, performance improves.
When performance is **measured** and reported back, the
rate of improvement **accelerates**.*

Editorial Calendar

Defines and controls the process of creating content, from idea through writing and publication.

Content Calendar

Tracks the status and progress of each piece of content usually at a daily or weekly level, *sometimes* monthly.

Other types of Communication Calendars?

What are you using?

Why do we need one?

- Communicating more than you think
- Long-term vs short-term
- Organization and accountability
- Brainstorming center
- Road map



Host Your Calendar

- Ideas?
- Central place
- Eliminate duplicates or copies
- Shareable and updatable in real-time



Decide on what Communications you will plan on the calendar

What type of communications do you do?

Social Media, Press Release, Web Content, Video, Handout?

How is that communication done?

Digital, in-person, etc.

Can we share or adapt it from someone else?

Creator vs. Borrower



If it is ours can it be recycled?

What can be used in other communication content

A great editorial calendar gets the word out and encourages people to take action.

1

Identify Content
Topics/ Themes

2

Know Your Target
Audience

3

Date, Time
and Frequency

4

Call to Action

5

Determine Usage

You can identify your themes in several ways

- Think simply, no more than 3 – 5 themes
 - Work plans
- Why?
 - Spreads out content
 - Provides a variety
 - You figure out the mix that works best
- Every piece you create should relate to a theme

1

Impactful communication starts with...

- Know who you are talking with
 - Not “to” or “at”
 - Not “about” or “from”
 - Rather as “one of them”
- Alignment
 - With their interests and needs
- Understanding
 - Of their strengths and weaknesses
- Patience
 - Time and effort to do it well



LET'S TALK

2

Right time, right place

Date

- Holidays
- Reoccurring days
- Community Events
- Last Years Calendar
- Logic

Time

- Timing is Everything
- Test it

Frequency

- Distribution

3

Impactful communication content must also

- Ask your audience to do something.
 - What is your end goal?
 - What small steps can they take to get there?
- Requires something from you
 - Stay ahead of them.

4



Primary and Secondary

- So we created this content, now what?
 - Packaging
 - Placement
 - Positioning
 - People



5

Keep in Mind

- Team Approach
 - Who will do what by when?
 - Flexibility
- Visuals
 - Pictures not words
- Involve Emotions
- Recycling
 - 50/50 rule



Take Away

- Start right away.
- Collaborate, collaborate, collaborate!
- Build and rebuild.

Questions



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